

ADDENDUM NO. 3
WINDSOR POLICE SERVICE COMMUNICATION STRATEGY CONSULTANT
RFP NO. 55-21

April 1, 2021

This addendum amends and forms part of the Proposal Documents. The Proponent shall insert the addendum behind the cover page of the Proposal Documents.

Please see the following questions and answers;

1. We understand the Windsor Police Service is seeking a successful proponent who can provide recommendations for the enhancement and/or development of a comprehensive internal and external organizational communications strategy and assist in the implementation of the media strategy.

Based on some of the responses to the questions proponents asked in Addendum 2, it sounded like the final deliverables included not only 'recommendations' for internal and external media strategy, but also delivery of some components of that plan.

Can you please confirm what specific elements are part of the final deliverables the WPS hopes to receive? For example, if 'training' were a recommendation – do you require us to deliver training as part of this RFP?

Answer: Confirm that the RFP does include delivery of the plan components, including:

- Assisting in delivery of the media strategy proposed, including assistance with media relations, digital communications, and social media
- Assistance in meeting objectives that have been proposed, and deployment of tactics for meeting those objectives.
- If training is required to implement the proposed strategy, it is expected that training would be provided as part of the RFP.

2. Do you expect to have all OCPC recommendations finalized and completed entirely by June 2021 including both the development and delivery of a robust communications strategy?

Answer: Response to the OCPC recommendation is in progress. It is not likely that all recommendations will be finalized, but will be ongoing by June 2021. It is anticipated that the delivery of a robust communications strategy will be ongoing at that time.

Except for the contents of this addendum, all other terms and conditions of this proposal remain the same.

END OF ADDENDUM NO. 3

Yours truly,

THE CORPORATION OF THE CITY OF WINDSOR

Elaine Castellan

Elaine Castellan
Purchasing Supervisor

EC/kr

**ADDENDUM NO. 3
WINDSOR POLICE SERVICE COMMUNICATION STRATEGY CONSULTANT
RFP NO. 55-21**

April 1, 2021

I hereby acknowledge receipt of Addendum No. 3 to the RFP No. 55-21 (3 pages).

The information contained therein is hereby noted and account of same will be taken in our proposal cost.

This information was received on the _____ day of _____, 20____.

Signature

Name (Printed)

Company Name

***NOTE: You are required to acknowledge this addendum with your proposal submission.**

**PLEASE FAX BACK TO (519) 255-9891 OR E-MAIL @ purchasing@citywindsor.ca SIGNED
ACKNOWLEDGEMENT SHEET ASAP**

Attn: Purchasing Department